

# Magical World of Walt Disney



# DisneyWorld Demographics

- ◉ Disney World has something for ALL Ages.
- ◉ Disney's customers are made up of:
  - > 58% female, 42% male
  - > 32% adults 35- 49
  - > 87% white
  - > 52% have NO kids age 0-17 (**SURPRISING!**)
  - > 35% have an average income of \$60K-\$100K



# Location

- ◉ There are 5 Disney Theme Parks around the world
- ◉ Another park being built in **Shanghai, China** which is scheduled to open in 2016.
  - > Ground Breaking Ceremony: 04/2011
- ◉ Disney also has a private Cruise Line with many vacation options



# Walt Disney Company

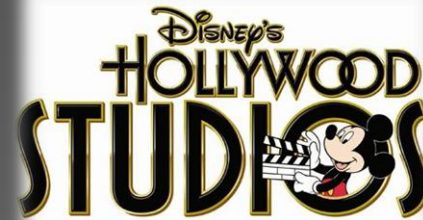
- ◉ Disney World
  - > Lake Buena Vista, Florida, 32830 (Orlando Area)
- ◉ Disney Land
  - > 1313 Disneyland Dr, Anaheim, CA 92802





# Walt Disney World Orlando, Florida

- ◉ WDW has 4 theme parks
  - > Magic kingdom
  - > Epcot
  - > Hollywood Studios
  - > Animal kingdom
- ◉ There are also 2 water parks
  - > Blizzard Beach
  - > Typhoon Lagoon



# Daily Park Hours



Park Hours for  
Monday, November 17, 2014

[More Hours](#)



Magic Kingdom® Park Hours

9:00 AM to 7:00 PM



Epcot® Hours

9:00 AM to 9:00 PM



Disney's Hollywood Studios® Hours

9:00 AM to 8:00 PM



Disney's Animal Kingdom® Hours

9:00 AM to 5:00 PM

8:00 AM to 9:00 AM – Extra Magic Hours



Disney's Typhoon Lagoon Hours

Closed for Refurbishment



Disney's Blizzard Beach Hours

10:00 AM to 5:00 PM

# Magic Kingdom

- ◉ Delight In Classic Attractions,
- ◉ Enchanting Fireworks,
- ◉ Famous Disney Castle
- ◉ Musical Parades
- ◉ Beloved Disney Characters
- ◉ 6 whimsical lands
  - > Adventureland, Frontierland,
  - > Liberty Square, Fantasyland
  - > Tomorrowland Main Street, U.S.A



# Epcot

- All Around the World (11 countries)
- Boat rides, hang-gliding experiences
- Signature Spaceship Earth (11,520 triangles)
- If Spaceship Earth were a golf ball, the club would be:  
A 43 inch driver would be .8 miles high  
A 35 inch putter would be .65 miles high





# Hollywood Studios



- Centered on stardom and spectacle, includes:
- High-speed rides,
- high-octane stunt shows
- hilarious live performances  
Broadway-style musicals
- Disney Character meet and greets,
- Parades and live shows that flow through the streets

# Animal Kingdom

- Oasis
- Asia
- Discovery Island® area
- Camp Minnie-Mickey
- Africa
- Rafiki's Planet Watch® area
- Dinoland, U.S.A.® area
- more than 1,700 animals



# Entertainment in the Parks

- Each park is scheduled with the following:
  - > Meet & Greet with Disney Characters
  - > Parades
  - > Music Shows
  - > Fireworks
  - > Event Link: <https://disneyworld.disney.go.com/calendars/magic-kingdom/2014-11-17/#timeofday=allday>



# Shopping in the Parks

- Shop through Main Street, Emporium store, Disney Character Apparel, princess, prince & pirate costumes
- Tour through MK
  - Steam trains, quest to conquer villains





# Dining in the Parks

- Range of restaurants:
  - \$15-\$60
- Nearly 500 places to dine across Disney World and the resorts
- Many different themes and cultures for the restaurants

# Place - Transportation

- Disney offers their own transportation to those staying in their resorts.



# Place – Community Involvement



- ◉ Disney runs a program called:  
“Give a Day, Get a Disney Day.”
  - > If you give a day of volunteer service to a participating organization, you’ll get one day of free admission to a Disney Park.
  - > Consumers will then spend money on Hotels, Dining & Shopping while the visit.



# Pricing

4-day theme park ticket

**\$73<sup>50</sup>** USD

per day!

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Total price \$294 + tax ⓘ

Purchase Admission



# Pricing – Florida Residents



## > Florida Resident 3-Day Ticket

Enjoy access to one theme park per day and discover the many wonders that await!

- 3-Day Ticket  
**\$179.00 plus tax (ages 10+)**  
**\$167.00 plus tax (ages 3-9)**

**Blockout dates apply\*\*.** Expires 8 months after first use or by December 17, 2015, whichever comes first.

Want to avoid blockout dates?

[Purchase non-Florida resident tickets.](#)

**Buy Tickets**



## > Florida Resident 4-Day Ticket

Enjoy access to one theme park per day and discover the many wonders that await!

- 4-Day Ticket  
**\$199.00 plus tax (ages 10+)**  
**\$187.00 plus tax (ages 3-9)**

**Blockout dates apply\*\*.** Expires 8 months after first use or by December 17, 2015, whichever comes first.

Want to avoid blockout dates?

[Purchase non-Florida resident tickets.](#)

**Buy Tickets**



## > Florida Resident Annual Pass Options

Enjoy a year of magic with an Annual Pass! Plus, you can spread the cost over 12 monthly payments after down payment †. Pass options include:

- Seasonal Pass  
**\$19.48/month plus tax**
- Annual Pass  
**\$34.22/month plus tax**
- Premium Annual Pass  
**\$44.87/month plus tax**

Plus, you'll get discounts on merchandise, dining and more!

**Get Details**



## > 1-Day Magic Your Way Ticket\*

Experience a day of fun at one Walt Disney World theme park.

- Magic Kingdom Park  
**\$99.00 plus tax (ages 10+)**  
**\$93.00 plus tax (ages 3-9)**
- Epcot, or Disney's Animal Kingdom Park, or Disney's Hollywood Studios  
**\$94.00 plus tax (ages 10+)**  
**\$88.00 plus tax (ages 3-9)**

**Buy Tickets**

# Pricing – Annual Passes



## Annual Passes

Enjoy a year of magic with a Walt Disney World Annual Pass! Join in the fun of exclusive events and receive valuable discounts on select options including dining, merchandise, recreation, tours and more.



Additional special products and prices available for Florida Residents and Disney Vacation Club Members. [Sign In](#)

### Annual Pass

Enjoy one year of unlimited, same-day access (during normal operation hours) to all 4 theme parks and much more. No blockout dates and free parking!

Prices from:

Ages 3+

**\$634**<sup>00</sup><sub>USD</sub>

### Premium Annual Pass

Enjoy one year of unlimited, same-day access (during normal operating hours) to all 4 theme parks, 2 great water parks<sup>1</sup>, Disney's Oak Trail Golf Course and much more<sup>2</sup>. No blockout dates and free parking!

Prices from:

Ages 3+

**\$754**<sup>00</sup><sub>USD</sub>

# Pricing - Travel

- **Long** haul

- > Across the Country
- > Across the World
- > Flights, Lodging, Meals, Etc.

- **Short** haul

- > Local Florida Residents
- > Day Trip – Car Ride



# Travel Accommodations

- ◉ Villas, Resorts, Campgrounds
  - > Different resorts for your liking



Polynesian Resort



Animal Kingdom Villa- Kidani Village



Disney's Yacht Club  
Resort



# Accommodations con't

- ◉ Villas- Range from \$340-\$385 per night
- ◉ Resorts- Range from \$285-410 per night
- ◉ Campgrounds- Pull through check-in
  - > Cabins if you don't like outdoors
    - \$270 per night plus tax



# Hotel Rooms on WDW Property

- All-Star Music - 1,920
- All-Star Sport - 1,920
- Beach Club Resort - 580
- Caribbean Beach Resort - 2,112
- Contemporary Resort - 1,053
- Dixie Landings Resort - 2,048
- Fort Wilderness Trailer Homes - 407
- Grand Floridian Beach Resort - 897
- Old Key West Resort - 500
- Polynesian Resort - 855
- Port Orleans Resort - 1,008
- The Villas at the Disney Institute - 585
- Wilderness Lodge - 728
- Yacht Club Resort - 635

# Promotion - Billboards



# Promotion - Commercials





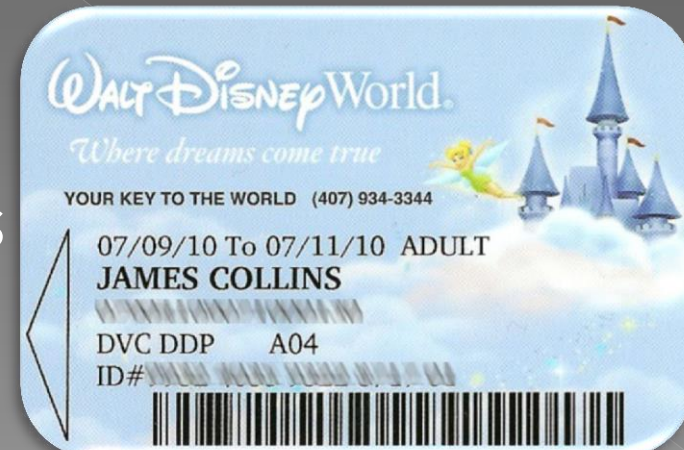
# Sponsor's

- Coca Cola
- Energizer batteries
- Frito Lay
- Haagen Daz
- Kellogg's
- Kodak
- McDonald's



# Extras - Fast Pass

- ◉ Saves your place in line for an attraction while you enjoy the rest of the theme park.
- ◉ Swipe your fast pass card, gives you a receipt and arrive back at that time
  - > Check out other attractions
  - > TIME SAVER





# Sources

- ◉ <http://www.quantcast.com/disneyworld.com>
- ◉ <http://disneyworld.disney.go.com/parks/>
- ◉ <http://disneyparks.disney.go.com/blog/2009/09/give-a-day-of-volunteer-service-in-2010-get-a-day-of-disney-theme-park-fun-%E2%80%93-free/>
- ◉ [http://en.wikipedia.org/wiki/Walt\\_Disney Parks and Resorts](http://en.wikipedia.org/wiki/Walt_Disney_Parks_and_Resorts)

